

## **PROGRAM AND PRODUCTION MANAGER**

### **DEFINITION:**

Under general supervision, to interview, research, write, and develop broadcast scripts and programs; and to perform related work as required.

### **DISTINGUISHING CHARACTERISTICS:**

The Program and Production Manager is a professional, journey level class responsible for developing program ideas, researching them, and writing/designing program scripts in conjunction with the Video Production Specialists. Positions in this class are found only in the Office of Media and Public Relations. This class differs from the Video Production Specialist series, in that the latter is responsible for overseeing video production directing, including Board of Supervisor meetings, training videos, and the County government access channel programming.

### **EXAMPLES OF DUTIES:**

Research, write, script, sequence and produce, live and videotaped television programs; determine time, nature, and scope of programs being aired; oversee playback aspects of recorded meetings, events, and InfoGuide announcements; sequence a series of programs in such a way that provides good lead-ins, good lead-outs to sustain viewership from one program to the next; attends and conducts weekly meetings to provide status on upcoming programs/projects; monitors program timelines; produces audio scripts for station breaks; makes public service announcements (PSA's) on variety of events; produces documentaries, selects music and sound bites, and interviews experts; and may act as a lead on a production/supervise a team.

### **MINIMUM QUALIFICATIONS:**

#### **Knowledge of:**

- Operation and broadcast programming.
- Documentary research and writing.
- Technical terms of broadcast programming and production.
- Intricacies of programming, sequencing/pyramid programming.
- Video production equipment.
- Principles and practices of project budget preparation.
- Audio equipment, microphones (mics), recording devices, music for production/key elements, script, video effects/sound effects.

#### **Skills and Ability to:**

- Develop high quality informational programming.
- Communicate effectively orally and in writing.
- Establish and maintain effective working relationships with elected officials, county staff and the public.
- Prepare and write audio scripts for use in program and channel promotion.
- Project a broadcast quality voice for recording scripts or for voice over of material.

- Creatively put together sound bites.
- Produce quality products within tight time lines.
- Match sound to video.

**EDUCATION/EXPERIENCE:**

Education, training, and/or experience which clearly demonstrates possession of the required knowledge and skills listed above. An example of such education and experience is: three (3) years of progressively responsible, full-time, paid experience in professional commercial broadcasting.

**SPECIAL NOTES, LICENSES, OR REQUIREMENTS:**

**License:**

A valid California Class C driver's license, which must be maintained throughout employment in this class, is required at time of appointment or the ability to arrange necessary transportation for field travel. Employees in this class may be required to use their personal vehicle.

**Working Conditions:**

Occasional evening and weekend work required. Must be able to lift up to 50 lbs., and occasionally 60 lbs of video production equipment.

**Probationary Period:**

Incumbents appointed to permanent positions in this class shall serve a probationary period of 12 months (Civil Service Rule 4.2.5).